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**Medlive Technology Co., Ltd.**

**醫脈通科技有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 2192)**

## **POSITIVE PROFIT ALERT**

This announcement is made by Medlive Technology Co., Ltd. (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders and potential investors of the Company that, based on the preliminary unaudited consolidated management accounts of the Group for the year ended 31 December 2022 (“**FY2022**”) and other information currently available to the Board,

- (i) the Board expects to record an increase in revenue for FY2022 of around 10%; and
- (ii) the Board expects to record a significant increase in profit attributable to owners of the parent for FY2022 to not less than RMB100 million as compared to the profit attributable to owners of the parent of approximately RMB40.6 million for the year ended 31 December 2021 (“**FY2021**”).

The increase in revenue for FY2022 was mainly attributable to increase in revenue from the Group’s precision marketing and corporate solutions. Benefitting from the volume-based procurement policy, digital healthcare marketing services became an inevitable development trend and the demand of such services from pharmaceutical and medical device companies has increased. In 2022, the number of users of the Group’s *Medlive* platform and user engagement continued to increase due to the professional medical knowledge content and the enriched medical tools offered by the Group. This further highlighted the business advantage of the Group’s precision marketing and corporate solutions. Furthermore, although the COVID-19 pandemic has affected the normal office practice of the Group and its customers causing delay in the execution of many projects, the Group was able to satisfy

the pressing need of pharmaceutical and medical device companies for highly efficient and cost-effective digital marketing solutions. As such, the number of healthcare customers of, and the number of products marketed under, the precision marketing and corporate solutions increased steadily in 2022.

The increase in profit attributable to owners of the parent for FY2022 was primarily due to the increase in revenue as aforementioned, coupled with the significant increase in interest income in FY2022 as a result of the increase in market interest rates for bank deposits as compared with FY2021.

The information contained in this announcement only represents a preliminary assessment of the Board based on the information available to it as at the date of this announcement and such information has not been reviewed or audited by the auditor of the Company or reviewed by the audit committee of the Company. The Company is still in the process of finalising the annual results of the Group for FY2022, which will be announced in accordance with the requirements of the Listing Rules.

**The Company would like to remind the shareholders and potential investors of the Company to exercise caution when dealing in the shares of the Company.**

By order of the Board  
**Medlive Technology Co., Ltd.**  
**Tian Liping**  
*Chairwoman and Chief Executive Officer*

Hong Kong, 2 March, 2023

*As at the date of this announcement, the Board comprises Ms. Tian Liping, Mr. Tian Lixin, Mr. Tian Lijun and Ms. Zhou Xin as executive Directors; Mr. Eiji Tsuchiya and Dr. Li Zhuolin as non-executive Directors; and Mr. Richard Yeh, Dr. Ma Jun and Ms. Wang Shan as independent non-executive Directors.*